

**Business 1220E
Introduction to Business**

CONTACT INFORMATION

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Classroom : BR - 203

CLASS INFORMATION

Section 530: Tuesdays 10:30 – 11:30am and Thursday 10:30 – 12:30pm

Section 531: Mondays 6:30 – 9:30pm

Course Description

Business 1220E gives students from all faculties the opportunity to learn business fundamentals in finance, marketing, operations, organizational behavior and general management. The course is delivered using Ivey's renowned case method, which challenges students to learn by doing, within an active class environment. Students explore real business issues, make management decisions, defend their position and take action. This course will be particularly appealing to those students who want a glimpse of Ivey's unique learning experience.

Course Objectives

- C1. To present an introductory course in business administration and to offer students an exposure to Finance, Marketing, Operations, Organizational Behaviour and General Management.
- C2. To provide students with the opportunity to develop skills for effective problem-solving. To do this, students will learn basic analytical tools (e.g. projections, breakeven, cost-benefit analysis, etc.) and then be required to apply these tools to problems, using case methodology.
- C3. To provide students with the opportunity to practice decision-making with imperfect information under time constraints.
- C4. To develop communication skills, both oral and written.
- C5. To provide an overview of the first year of the HBA and MBA programs at the Ivey Business School.

Student Learning Outcomes

At the end of this course students will be able to:

- L1. Make decisions regarding loan requirements after having analyzed the past financial status of a firm (via statement of cashflows and ratios), projecting future financial statements and assessing the sensitivity of and risk associated with loans (finance unit).
- L2. Develop and assess the feasibility of a marketing plan that focuses on an appropriate product and package of benefits, pricing, placement and promotional decisions (marketing unit).
- L3. Assess and determine the most appropriate adjustment, changes and/or the most appropriate to improve the efficiency or effectiveness of firm operations after having identified the process type, capacity of current operations and the customer’s needs (operations unit).
- L4. Develop an effective and detailed action plan to resolve interpersonal workplace tensions and issues both in short term and long term by determining and addressing the root causes of issues related to leadership, influence, motivation, diversity, organization structure , cognitive difference and possible outcomes (Organizational Behaviour Units).
- L5. Make strategic decisions, regarding the future direction firms after considering the firm’s wants, needs and cans. Students will also be able to value business using Net Book Value, Economic appraisal and capitalization of earnings. (General Management Unit)

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you attend classes regularly, complete all assigned work in good faith and on time, demonstrate comprehension of the course content, and meet all other course expectation of you as a student.

Brescia Core Competencies

Primary competencies developed in the course include:

Brescia Competency	
<i>COMMUNICATION</i> <i>Communicating Ideas</i>	Level 2: Establishes a clear message through focussed language that is appropriate for the mode, discipline, and task. Supports most generalizations with credible and relevant examples.
<i>COMMUNICATION</i> <i>Interpersonal Communication</i>	Level 2: Uses active listening, nonverbal, and conflict resolution skills during interactions with others; recognizes differences and similarities in social behaviours between themselves and others.
<i>CRITICAL THINKING</i>	Level 2: Detects ambiguity and weak support for conclusions; questions premises.
<i>INQUIRY AND ANALYSIS</i> <i>Inquiry and Analysis</i>	Level 1: Identifies a fairly manageable subject of inquiry, and finds relevant and credible sources to use as evidence in the development of a general conclusion.
<i>INQUIRY AND ANALYSIS</i> <i>Information Literacy</i>	Level 1: Identifies different types of sources, how they are used, organized, and accessed, and how to give credit to the work of others. Identifies where they have a lack of knowledge about a subject of inquiry.
<i>PROBLEM SOLVING</i>	Level 2: Recognizes when a problem exists and applies appropriate problem-solving framework to develop multiple solutions. Implements a solution that addresses problem statement and reflects on results and outcomes.
<i>SELF-AWARENESS AND DEVELOPMENT</i> <i>Affective Domain</i>	Level 1: Recognizes own emotions and patterns of response in face of adversity

<i>SELF-AWARENESS AND DEVELOPMENT Cognitive Domain</i>	Level 1: Identifies different patterns of thinking and can comment on own performance
<i>SELF-AWARENESS AND DEVELOPMENT Personal Growth</i>	Level 1: Articulates and sets realistic goals; is willing to explore new activities, values and skills.
<i>SOCIAL AWARENESS AND DEVELOPMENT</i>	Level 2: Demonstrates understanding of the complexity of culture by asking questions and expressing openness to differences in cultures and social issues. Begins to reflect on the impact of their actions on others and to apply knowledge to support social justice and change.

Course Structure and Content

The course is taught in five units: Financial Management, Marketing Management, Operations Management, Organizational Behaviour and General Management. In each unit, students will examine and discuss a broad range of business cases involving situations where analysis and decision making are required. Students write a test (or exam) or a report at the end of each unit.

While students are expected to learn much about the problems that managers face, the major benefit of the course is an understanding of the environment in which managers make decisions. Students will learn some of what is involved in good and bad judgment. Above all, they will develop the capacity to make sound decisions based on the available information. The course stresses the importance of making timely decisions, often with imperfect information.

Brescia Core Competencies

Communication – Class participation will require strong development of oral communication skills. Written communication will be focused on with a written report.

Critical Thinking, Inquiry, Analysis and Problem solving – As a decision making class this will be a core area developed through case based decision making. Students will be given recaps of real world situations and ask to evaluate complex situations and reach logical decision and solutions to problems.

Self-Awareness and Development – The group project will provide an opportunity to learn about personal behaviour patterns in the group setting.

Course Materials

Required: Making Business Decisions: Text and Cases, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, 2019-20

. (available at the InPrint service counter, in the lower level of the UCC, and your student ID is required for this NONREFUNDABLE purchase).

The course casebook and handouts are protected under copyright law and are considered mandatory fees by Western Senate and the Board of Governors.

Up-to-date information on class assignments, reports, exams, and research participation is provided on the Business 1220E OWL site.

Course Pre-requisite

While required for some programs in the faculties of Social Science, Health Sciences, Music, Family Studies and Foods and Nutrition, Business 1220E requires no prerequisites, is not a prerequisite for any other business course, and is not a requirement of the Undergraduate (HBA) Business Program.

Teaching Methodology and expectation of students

This course is taught primarily by the case method, which requires a much greater involvement of the student in class than does the traditional lecture method. Students are expected to be fully engaged in the entire learning process. This means devoting time and energy to preparation before class, listening to others during class discussions and engaging in class discussions. Collective reasoning and discovery are critical to the successful application of the case method. Prior to any case discussion, engaging in discussions with (or examining notes from) others who may have already experienced the case class is a clear violation of our norms. Students will analyze the case individually in preparation for the class discussion. In the classroom, the instructor will act as discussion leader, with emphasis on students' active participation. The very nature of the case discussion approach demands a high level of attendance, preparation and contribution in class. Detailed note-taking during class can often be counterproductive to your own learning. Instead, try to be selective in taking notes during class. It is a good idea to consolidate what you have learned at the end of each class or at the end of the day. Also, bring copies of the day's slides with you so that you can make your own additions to the notes.

Class Etiquette

Attendance

Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend. You must email in advance for known reasons. For this reason, students will be excused for up to two classes without requiring documentation to support the absence. The two absences are not transferrable between terms. These absences will not negatively affect the student's contribution grade. For absences exceeding two in evenings the instructor will require notification from the student's academic advisor that the absence was valid and supported with appropriate documentation. See point one on page eight of this outline for further information.

Under University regulations, your instructor can determine at which point absenteeism has become excessive and approach the Dean who may prevent you from writing the final exam, thus preventing you from passing the course.

At the discretion of individual instructors, any student who misses more than 20% of scheduled classes at any point after the first month maybe removed from the course. Anyone who has missed 20% of classes by the end will receive a class contribution grade of 0 out of 10 for the course.

Before the groups are formed any students who have missed 20% of class to that point maybe removed from the course.

NOTE: It is YOUR responsibility to catch up on missed class material by getting notes/information from students who were present. Once you have tried to catch up on your own, I will happily address any remaining questions/concerns.

Student Use of Technology in Class The Business 1220E classroom will be free of electronic devices including laptops and cell phones. Texting in class will result in an immediate "0" in contribution for that class. Recording devices of any kind (camera, recorders, phones, etc.) may not be operated without my consent.

A Note Regarding Email

1. I will not check OWL email regularly. Please email me directly at amill64@uwo.ca instead.
2. Email, although informal, still requires a tone of respect and proper language. Rudeness and disrespect will not be tolerated.
3. I will check email daily, Monday through Friday, during the term. I will try to respond to your emails as promptly as possible, usually within 24 hours. Instant responses will not be provided.

Appointments

If you wish to meet with me it is recommended that you see me during the designated weekly office hours or that you make an appointment. I prefer that you make appointments by sending an email to set up a mutually convenient time.

Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

Privacy

In order to respect privacy laws, and the privacy of individual students, the only methods student grades will be communicated will be through the OWL site, direct contact with your professor or on a test/exam/report/essay paper. Your professor is not able to email your grade to any email address. Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made by your professor and in order to respect the privacy of each student, the professor will only discuss individual grades with the student in question. The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, your professor is not able to release any information including, but not limited to, a student's personal information, attendance or grade records, to anyone other than the individual involved.

Evaluations

All components of evaluation (tests, reports, exam, as noted below) must be completed for a student to be eligible for a passing grade in the course. Students **must pass at least one of the following individual timed testing points** to be eligible to receive a passing grade: **finance test, operations test, general management (final) examination.** Reports submitted after ten business days of the due date will not be accepted, resulting in failure of the course. ***There will be no reweighting of components***

within the course. Late penalties will be applied to all reports and will be clearly defined on cover pages of the reports **Please note that grades cannot be adjusted on the basis of need.** Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. **Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark. Once a student has written a test or examination she is committed to the mark earned.**

Component	Time	Learning Outcomes	Brescia Competency	Weight
Finance Exam	Saturday Nov 2 nd , 1 -5 PM	C2 – C4, L1	Level 1: Information Literacy, Inquiry and analysis, and Problem solving	20%
Marketing Report	Due Friday Dec 6 th , 4PM	C2 – C4, L2	Level 1: Information Literacy, Inquiry and analysis, and Self awareness Level 2: Critical Thinking Communicating ideas and Problem solving	15%
Operations Exam	Saturday Feb 1 st 1-5PM	C2 - C4, L3	Level 1: Critical thinking Information Literacy, Inquiry and analysis, and Problem solving	15%
OB group report	Due Wednesday March 5 th , 4PM	C2 - C4, L4	Level 1: Information Literacy, Inquiry and analysis, and self-awareness Level 2: Critical thinking, communicating ideas and problem solving	10%
General Management Final Exam	April Exam Period	C2 – C4, L5	Level 1: Information Literacy, Inquiry and analysis Level 2: Critical thinking, communicating ideas and problem solving	30%
Contribution	Everyday	L1 – L5	Level 3: Interpersonal Communication	10%

Evaluation Component Description

Business 1220E is an essay course; consequently, the content of all testing vehicles (tests, reports, and the final exam) must include the universally acknowledged standard of correct English usage (spelling, points of grammar, syntax, style and the choice of words). Additionally, all testing vehicles must be written clearly and concisely, developing an argument that supports the conclusions drawn from the analysis.

Financial Management Test: The Financial Management Test will be a case analysis and will cover Financial Accounting and the Financial Management

Marketing Management Report: The Marketing Management Report must be completed individually. The report will be a case analysis and will cover the Marketing Management unit. Ten marks (out of 100) of the final report mark will be deducted for the first 24 hours during which the report is late. Another ten marks will be deducted for each additional 24-hour period that the report is late. Reports submitted ten business days or more after the due date will not be accepted, resulting in failure of the course.

Students may not pay for consultation or advice in the preparation of the Marketing Management Report.

Operations Management Test: The Operations Management Test will be a case analysis and will cover the content from the Operations Management Unit.

Organizational Behaviour Report: The Organizational Behaviour Report will be a group report based on a case analysis, covering content from the Organizational Behaviour Unit. You are responsible for getting yourself into a group of 6 students from your section. Ten marks (out of 100) of the final report mark will be deducted for the first 24 hours during which the report is late. Another ten marks will be deducted for each additional 24-hour period that the report is late. Reports submitted ten business days or more after the due date will not be accepted, resulting in failure of the course. I expect that every group member will contribute equally to the completion of the Group Report. However, in the unlikely and unfortunate case in which one (or more) member of the group does not contribute equally, that member may receive a grade penalty which will be at the discretion of the instructor based on documentation and feedback. Students may not pay for consultation or advice in the preparation of the Organizational Behaviour report.

General Management Exam: The General Management Exam will be a comprehensive case analysis covering all units of the course, and will be scheduled by the Registrar during the final exam period.

Contribution: Contribution by each and every student is a cornerstone of any effective learning experience. Active class involvement augments the learning experience, increases assimilation of material and stimulates the level of class discussion. Students' contribution to this course is initiated through thorough class preparation. Contribution is expected to be relevant to the current discussion and includes answering direct questions, volunteering answers, advancing the discussion to a new issue, developing one side of an argument, clarifying difficult concepts and asking questions pertinent to the topic. Class contribution may also include assignments, hand-ins, group evaluations and prompt attendance. Just as important is listening attentively to your classmates and critiquing ideas constructively. Contribution will be graded on a daily basis. Attending class is important but minimal credit will be given for attendance alone. Missed classes (outside of the two missed classes allowable will negatively affect your contribution grade. Students are encouraged to speak to the instructor if they have concerns about their performance or if they would like to discuss strategies to support regular contribution.

Dropping a Course

In order to drop your courses without academic penalty, you must drop the course by the following dates: November 30th , 2019

For further details, check the online academic calendar in the registrar's website or check with your academic advisor. To book an appointment with one of Brescia's Senior Academic Advisors, call 519.432.8353, extension 28266.

ACADEMIC ACCOMMODATION

If, on medical or compassionate grounds, a student is unable to complete a course component worth greater than 10 per cent of the final course grade, it is the responsibility of the student to consult with an Academic Advisor and follow the procedures documented in the "POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES" see below in this outline.

For academic accommodation to be considered for any course component worth less than 10 per cent of the final course grade, it is the responsibility of the student to approach the course instructor(s) in a timely fashion (within two business days of the missed deadline). Documentation may be required to be submitted to the academic advisor. If documentation is required, the request for accommodation will be decided by the academic advisor in consultation with the instructor. If documentation is not required, the instructor will make the final decision.

2019-20 BRESCIA UNIVERSITY COLLEGE**ACADEMIC POLICIES AND REGULATIONS****1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES**

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation must be made through an Academic Advisor and include supporting documentation. Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated. Students must submit their documentation along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are not grounds for academic accommodation. A UWO Student Medical Certificate (SMC) is required if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded from:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf The student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is not adequate to support a request for academic accommodation. The full policy on requesting accommodation due to illness can be viewed at:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

2 ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds are not normally considered. If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, <http://brescia.uwo.ca/academics/registrar/services/> or the list of official sessional dates in the Academic Calendar, see the Sessional Dates tab at <http://www.westerncalendar.uwo.ca/index.cfm?SelectedCalendar=Live&ArchiveID=>). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the

course instructor if you have any questions. Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate and warranted. It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory

(http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryId=5&SelectedCalendar=Live&ArchiveID=#SubHeading_68).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryId=1&SelectedCalendar=Live&ArchiveID=#Page_20. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Scholastic Discipline for Undergraduate Students in the Academic Calendar. If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse. The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University. Plagiarism: Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>). Computer-marked Tests/exams: Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, she may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, she may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal. For information on academic appeals you can consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryId=1&SelectedCalendar=Live&ArchiveID=#Page_14 Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written special permission from the Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisite(s).

7. SUPPORT

Support Services The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. The website for the Student Development Centre at Western is <http://www.sdc.uwo.ca/>. Mental Health and Wellness Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about mental health and wellness at Brescia at <http://brescia.uwo.ca/life/mental-health-wellness/>. Students who are in emotional/mental distress should refer to Health and Wellness at Western, http://uwo.ca/health/mental_wellbeing/index.html for information about how to obtain help for yourself or others. Sexual Violence All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence. If you or someone you know has experienced any form of Sexual Violence, you may access resources at <http://brescia.uwo.ca/life/sexual-violence>

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.